



# Our Great Challenge Sale

**Bigger and Better Than Ever--More Potent in Its Power for Money-Saving**

This Wonderful Value-Giving Event Continued for Thursday with a New List of Exceptional Offerings in Seasonable Fall and Winter Merchandise at Prices Based on Old Time Levels.

Store Hours: Open 10 A. M.; Close 6 P. M.

**Top-Strap Purses**  
Regularly \$1.50 each, at . . . **\$1.19**

Women's Top-strap Purses, fine patent leather finish, in stylish shapes; well made, with metal frame, coin pocket, and mirror fittings. These attractive purses were intended to retail at \$1.50. We offer them in tomorrow's Challenge Sale at \$1.19 each.  
Goldenberg's—First Floor.

**\$6.00 No. 33 Imperial Nainsook at \$4.49**

40-inch Imperial Nainsook, the genuine kind; an extra fine even thread, soft chambray finish quality. Full 40 inches wide, and 12 yards in each piece.  
Goldenberg's—First Floor.

IT PAYS TO DEAL AT  
**Goldenberg's**  
BOTH SIDES OF 7TH AT K ST. 'THE DEPENDABLE STORE'

**\$3.50 Birdeye, \$2.59**  
27-inch Antiseptic Birdeye, good quality, in sealed cartons containing full ten yards. Goldenberg's—First Floor—Eighteenth Street Side.  
**\$1.25 Satin Camisole, 95c**  
Beautiful Pink Satin Camisole, fine quality, daintily trimmed with lace; ribbon or lace shoulder straps. These make ideal Christmas gifts for the lover of dainty lingerie.  
Goldenberg's—Third Floor.

**Women's Flannelette Nightgowns**  
Regular \$1.69, at . . . **\$1.47**

Women's Flannelette Nightgowns, in assorted striped effects; turn down collar, double yokes, sleeves finished with ruffles; trimmed with braid. Full cut sizes, and extra long.  
Goldenberg's—Third Floor.

A Challenge Sale That Carries On Our Remarkable Coat Selling Record

## Women's Fine Winter Coats

Actually Worth up to \$47.50

**at \$25.00**

High Class Garments of Newest Styles in All the Favorite Fabrics at Less Than We Can Replace Them for at Today's Wholesale Cost

Women who are keenly alert to grasp a wonderful money-saving opportunity will see these coats tomorrow. They will recognize in this offering the splendid result of our planning for the Challenge Sale, which results in values that will prove the biggest to be found in the city at anywhere near the reasonable price we name.

A great variety of warm, luxurious coats to choose from—all cleverly and modishly designed, beautifully lined and interlined—providing values the exceptional worth of which must be seen to be appreciated.

The Colors Include:

Navy Black Burgundy  
Taupe Brown Green  
Pekin Amethyst Reindeer

The materials of these coats include only all-wool fabrics of thoroughly dependable grade. There's practically every good fabric of the season to choose from, including:

Pom Pom Cloth, Silvertip, Bolivia Cloth, Kersey, Wool Velour, Broadcloth, Silvertone.

The assortment embraces handsome models in Fur-trimmed Coats, Loose-back Coats, Semi-belted Effects, Shirred-back Styles, Yoke Effects, Pleated Coats, and New Belted Styles.

All sizes for misses and women. Sale price, \$25.00.  
Goldenberg's—Second Floor.



## Men's and Young Men's \$20 & \$22.50 Winter Suits

**at \$16.75**

Men with an eye to the future will be prompt to take advantage of this exceptional clothing challenge—for suits of this dependable grade are not to be found at such a low price in the ordinary course of events.

They are splendid suits, made of Cassimeres, Cheviots and Worsted-filled materials, in a variety of neat and desirable patterns. Smart, snappy models for young men and conservative styles for older men—every suit well tailored and well trimmed. Sizes 33 to 40 for young men, and 34 to 42 for older men.

**Men's Winter Overcoats, Regularly \$25.00 and \$30.00 at \$20.50**

Men's Winter Overcoats, high-grade materials, in Oxford gray, dark mixtures, blues and novelty effects. Ulsterette, ulster, conservative and fancy models. All well tailored; good quality linings. Sizes 34 to 42.  
Goldenberg's—First Floor—Daylight Clothing Store.

## Girls' School Coats

Worth Up to \$17.50,

**At \$12.95**

A Splendid Variety of Charmingly Youthful Models That Are Stylish, Practical and Inexpensive

A remarkable offering of warm, comfortable winter coats for girls and misses—at a price far below their true value. Materials are Zibeline, Cheviot and Corduroy, and every garment is well made and nicely tailored. Warmly lined throughout with durable linings. New large collars of plush or velvet; made with wide belts and finished with mannish patch pockets.

Colors of Navy, Green, Brown and Burgundy. Sizes 8 to 14 years.  
Junior Coat Section—Second Floor.

## Challenge Sale of Lovely Georgette Blouses

**\$5 Value at . . . \$2.95**

The Blouses offered for your selection in this Challenge Sale are \$5.00 quality, being surplus lots which several makers accumulated during the rush of the season's business. They excel in beauty of design and are made up in the season's choicest style.

Fashioned of heavy Georgette Crepe, in new frill front effects, finished with rows of hemstitching; round tuxedo collars and novelty cuffs. Colors of Flesh, Rose, Gray, Bisque, Peach, and White.  
Sizes 36 to 46. Challenge Sale Price, \$2.95.  
First Floor—Bargain Booth.

**\$37.50 and \$40.00**

## Seamless Brussels Rugs \$26.75

Choice of Alexander Smith and Sons or Sanford Carpet Co.'s 9 wire Seamless Brussels Rugs, extra close woven all-wool grade. In floral medallion and Oriental designs; colorings to suit any room decoration. Sizes 9x12 ft. and 8 ft. 3x10 ft. 6 for large rooms.

**Up to \$17.50 Stenciled Design Rugs, at \$11.95**

Large room size Stenciled design Rugs, including genuine Crex, reversible Marie Antoinette, Combination Gray and Rag or heavy Rush Rugs, colorings of pink, blue, brown, green and helio. A large variety of rich patterns. Strictly perfect quality. Size 8x10 ft.  
Goldenberg's—Fourth Floor.

## Dressmaker's Shears

Worth Up to 75c Pair, 33c Pair

A special purchase of factory seconds of Dressmaker's Shears, selling in the regular way up to 75c a pair. Some have slight defects in finish, in no way affecting their wear or utility.  
English Pin Books—Kirby Beards Imported English Pin Books, containing good assortment of standard grade English brass pins. Paper . . . 11c  
Shoe Laces, of tubular mohair, in black and tan, 4-4, 5-4 and 6-4 lengths. Regularly up to 10c a pair. Challenge Sale price, 9c  
Two pairs for . . . 10c  
Hair Nets, good quality, close mesh real hair, in assorted styles and shades; all shades. Three for . . . 10c  
Thimbles, usual 5c kind, nicely finish; in all sizes. Challenge 2c  
Sale price . . .  
Notion Dept.—First Floor.

## Ready Made Flowing Veils

Regularly 59c Each, at 44c

Ready-made Flowing Veils, hexagon mesh, in chenille dotted and braided bordered effects. In black, dusky brown, navy blue, purple and taupe. Every well-dressed woman will want one of these veils to give the desired finish to her costume.

**50c Veiling 29c Yard**  
Stylish scroll and motif effect Veiling, hexagon meshes; in black, dusky brown, purple and taupe.  
Goldenberg's—First Floor—Veiling Department.

A Great Challenge Sale Offering of 500 Pairs of

## Women's Shoes

Values Worth Up to \$6.00 at . . . **\$2.79 a Pair**

Another of the great shoe events planned for the Challenge Sale—with economies sure to interest every woman who cares to save money. We do not know when an occasion like this will occur again—with the present high cost of leather in the wholesale markets!

The lot comprises a good variety of stylish shapes and excellent quality leathers—Patent Colt, Gun Metal, Tan Calf and Combination and Black Kid leathers. Plain and tipped toes, high or low heels.

All sizes in the combined lot from 2½ to 7, but not every size of each style. Conditions of sale: No exchanges or refunds.

**Women's Boudoir Slippers, Up to \$2.00 Values, at \$1.19**

Women's Boudoir Slippers, in red, blue, tan and black. With and without heels. Sizes in the lot from 3 to 7, but not in every style.  
(No exchanges—no refunds.)

**Women's Crochet Slippers, Up to \$1.50 Values, at 95c Pair**

Women's Crochet Slippers, in assorted colors; some with fleece lined soles. Sizes in the lot from 3 to 7.  
Goldenberg's—First Floor.

## Challenge Sale of Stationery

Linen Writing Paper, best linen stock, each sheet printed with U. S. flag; envelopes to match. Sold regularly at 50c. . . . 35c  
Fountain Pens, new style clear self-filling pens, fitted with 14-karat gold points. Each pen bears the original selling price, \$1.50  
Genuine Hunting Service Flags, mounted on gilt-tipped spears. Choice of one, two or three stars. Reinforced hemmed edges. 25c  
At 15c  
Goldenberg's—First Floor.

## Challenge Sale of Handkerchiefs

Men's Khaki Handkerchiefs, good service quality, with hemstitched borders; full size; sold regularly at 12½c each. (Limit six to a buyer) . . . 8½c  
Women's White Flaxene Handkerchiefs, good soft finish quality; with hemstitched borders; regular 10c each  
Children's Fancy Handkerchiefs, pretty decorated gift boxes; three in a box; regularly . . . 14c  
At 10c  
Goldenberg's—First Floor.

## \$5.00 Robe Blankets, at \$3.85

Fancy blue, gray, navy, red and helio mixed Robe Blankets, neat designs; size 72x54 inches. Excellent for bath or lounging robes, as well as couch or slumber throws.  
Goldenberg's—Fourth Floor.

## Don't Miss This Challenge Sale of 81x90 "Salem" Brand Sheets

Regular \$2.00 Values, at . . . **\$1.79**

Every One Seamless and Perfect Quality

Here's a Challenge that will interest housekeepers who know the superior wearing quality of this famous trade-mark brand of Sheets. They are 81x90 full double-bed size "Salem" Sheets, full bleached and made in one piece—no seams. One of the most reliable brands on the market. Our regular price is \$2.00. In the Challenge Sale tomorrow at \$1.79.

**\$1.69 Salem Sheets, \$1.44**

54x90 Salem Seamless Bleached Sheets, the most popular brand sheet, noted for their wearing qualities. Full single bed size.

**\$3.00 Dimity Bed Spreads, \$2.49**

White Dimity Bed Spreads, termed "run-of-the-mill," but the faults are so slight as to be hardly noticeable. Full double bed size.

**\$5.00 Scalloped Bed Spreads, \$3.59**

Crochet Scalloped Bed Spreads, with cut out corners; a superior extra heavy quality, with handsome raised Mar-seilles patterns. Full double bed size.

**55c Bleached Pillow Cases, 44c**

45x36 Bleached Pillow Cases, a grade free from starch or any foreign substance. Full regulation size.  
Goldenberg's—First Floor.

## Our Regular \$2.25 Grade All Wool French Serge

In Tomorrow's Challenge Sale at, a yard . . . **\$1.69**

A Challenge price that cannot be equaled for this beautiful quality of all-wool French Serge. It is 42 inches wide, all-pure wool, extra fine double-twill grade—the famous Botany Mills product, noted for fine texture, style and serviceability.

Choose from a complete assortment of wanted colors, including PLENTY OF NAVY BLUE AND BLACK.

**\$2.69 Burella Cloth \$1.59**

52-inch All-Wool Black Burella Cloth, a grade especially desirable for suits, dresses and skirts. Rich jet black.

**89c Storm Serge, 69c**

36-inch Storm Serge, a heavy double twill quality, for women's and children's wear. In navy blue, black and all other wanted shades.  
Goldenberg's—First Floor.

**\$4.00 All Wool Broadcloth, \$2.49**

54-inch All-Wool Tailored Broadcloth, with the new and stylish kersey finish. A high class material for tailored suits, skirts and dresses. In the scarce navy blue and men's wear blue.

## Challenge Sale of Warm Bedwear

\$9 and \$10 Part Wool Blankets at, pair . . . **\$6.95**

Heavy-weight double-bed size part-wool Blankets, pink, blue, tan, sand, brown plaids, or white with pink or blue borders. These are termed "run of the mill" on account of a tiny oil spot or uneven edge, but these hurts will not affect the wear nor appearance in the least.

**\$4.50 Double-Bed Blankets, \$3.27**

64x90 Double Bed Size Blankets, soft fleece finish, in white with blue or pink borders.

**\$8.00 Sateen-Covered Comforts at \$6.37**

22x80 heavy weight White Cotton Filled Comforts, covered with fine mercerized sateens, in light and dark colorings; scroll-stitched quilting.  
Goldenberg's—Fourth Floor.

**\$1.00 Bed Pillows, at 74c**

Large size Bed Pillows, covered with fancy art ticking, filled with sterilized curled feathers.  
First Floor—Bargain Table.

**50c Crib Blankets 29c**

30x40 Crib Blankets, soft fleece finish, white with blue, pink or brown flasks and striped borders.  
First Floor—Bargain Table.

**\$1.00 Congoleum Samples at 44c Each**

Samples of Genuine Congoleum, one yard square; in all-over figured, oriental and tile designs. In various colors. Many of these are alike and can be matched up so as to make any size rug, as you will find some with borders at ends. (None delivered.)  
Goldenberg's—Fourth Floor.

**Women's \$2.25 Bungalow Aprons at \$1.95**

Women's Bungalow Aprons, fine quality percale and gingham in pretty assorted plaids; buttoned in the front and trimmed with borders. Full cut and well made.  
Goldenberg's—Third Floor.

**Women's 79c Nainsook Drawers, at 66c pair**

Women's Nainsook Drawers, good quality material, trimmed with lace and embroidery. All sizes; well made and finished.  
Goldenberg's—Third Floor.

**Women's \$2.49 Crepe Kimonos at \$1.88**

Women's Crepe Kimonos, made with sailor collar and kimono sleeves. Pretty trimmed with satin; elastic waist line. A large assortment of new and effective designs. All sizes.  
Goldenberg's—Third Floor.

**Pink Brocade Bandeaux Regularly 69c, at 63c**

Bandeaux, of good quality pink batiste, open back and front models with elastic insert. Perfect fitting; all sizes.  
Goldenberg's—Third Floor.